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KELLY, DOUGLAS & COMPANY LIMITED

1967 ANNUAL REPORT

OFFICERS:

F. B. BROWN, Chairman
V. F. MacLEAN, President
J. BAIRD, Senior Vice-President, Wholesale-Retail Divisions
C. M. HUMPHRYS, C.A., Secretary-Treasurer
M. S. DUFFUS, Vice-President, Development and Public Relations
D. G. GIBBS, C.G.A., Controller

DIRECTORS:

J. BAIRD
F. B. BROWN*
F. MILDRED DOUGLAS†
J. L. FARRIS, Q.C.
C. M. HUMPHRYS, C.A.
J. H. KINNE
V. F. MacLEAN*
A. H. PINKHAM, C.A.
J. J. WEST

**Members of Policy and Administrative Committee*

†J. T. FRASER, Alternate Director and member of Policy and Administrative Committee

TRANSFER AGENTS:

NATIONAL TRUST COMPANY

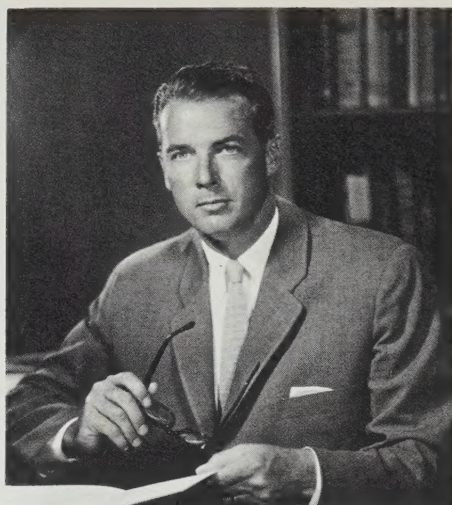
REGISTERED HEAD OFFICE:

4700 KINGSWAY, BURNABY, B.C.

ANNUAL MEETING: 11 a.m. PDT, September 8, 1967

Kelly, Douglas & Company Limited Board Room,
4700 Kingsway, Burnaby, B.C.





V. F. MacLEAN, President.



F. B. BROWN, Chairman.

Report of the president

In its 69th year of operation, your Company increased sales and earnings to levels which exceeded every previous achievement. Each department made excellent contributions in sales volumes and profits.

This record is noteworthy in view of the fact that it was achieved during a period of national economic uncertainty about the general trend of business, rising labour, transportation, handling and construction costs, and a more demonstrative and critical approach towards food prices by consumer associations.

Total Company sales for the 52 weeks ended June 3, 1967, exceeded \$173,000,000, an increase of 12.8% over the 53-week period last year. This figure excludes inter-company sales. The Company's retail operation showed an excellent gain in sales of 12.3% over the previous year, and this in turn was reflected in increased wholesale volume.

After allowing for taxes and all operating charges, net profits increased by 18.4% to a total of \$1,833,102 which is an all-time record for your Company.

With realistic, aggressive plans guiding each area of its activity, your Company is capitalizing on the outstanding opportunities afforded by British Columbia's rapid rate of population growth – the highest in Canada – by modernizing and enlarging its chain of retail grocery stores, improving and expanding its manufacturing facilities, enhancing its inventory and warehousing control procedures through the more effective use of modern technological aids, including a new IBM 360 computer system, and exploring the many avenues for profit in manufacturing and wholesaling. The policy of the Company is one of progressive de-

velopment in keeping with what might be termed the "Western" pattern of expansion. In many important ways, British Columbia and the Prairie provinces are paralleling California and the Western States in their accelerated rate of growth, and the Company has evolved a broad range of skills to take profitable advantage of these trends.

This is a difficult time in which to make an intelligent forecast of what lies ahead for the food industry. Inflationary pressures remain as intensive as in 1966 and are still exerting an upward trend in the cost of living – a trend not currently attributable to increased prices for food. On the contrary, leading indexes show that food prices in general have remained at or below the levels established a year ago. It is important to note that the charge that retail food chains were responsible for much of the rise in food prices was rejected by the Canadian parliamentary committee studying consumer affairs. To quote the committee in its progress report to Parliament: "The written submissions and oral testimony indicated that the behaviour of profit ratios in the major food chains did not support the opinion that any very significant component of the rising trend in food prices during 1966 could be explained by changing profit levels in food retailing."

Food cost as a percentage of personal income has dropped to the lowest level in five years, now standing at 17.6%. The sporadic efforts of such associations as the WASPS brought into focus the incremental charges which have been forced on the food industry by such "outside" influences as increases in transportation charges, the basic price of farm produce, and printing, handling and labour costs. A major factor against food prices remaining at present levels in the foreseeable future is that most of these auxiliary costs have continued to climb. The industry, while paying

more for the products it sells and the service it provides, faces a mounting squeeze on profits. Although the costs can be offset for a time through a faster stock turnover rate in retail stores and the employment of newer marketing techniques and operating efficiencies, there comes a point at which the industry – this Company included – must bow to the inevitable and raise prices. To do otherwise would be to hamper its plans for expansion, retard improvements in service to its customers, and hold down the natural and orderly growth of earnings. It is a precept of business that competition in itself will hold prices to a reasonable level relative to the costs of production and marketing.

All the problems facing the industry – the compression of profits, the need for highly trained specialists and managers, the organizational changes required to meet changing conditions, rising labour costs, the expense and difficulties involved in personnel training, the introduction of new products, the improvement of working methods, the application of effective marketing procedures, and a high level of competence in management at all levels – all these are constantly being appraised by your Company in its near and long-term planning. The objective is to continue the Company on a course of vigorous growth.

Canus Camp Services Ltd., which in 1966 acquired the assets of Canus Services Ltd., together with previously formed Cal-Van Camps Ltd., are now the leading caterers providing food and house-keeping services for industrial projects in Western Canada. During the year these companies substantially operated in accordance with our expectations, both as to sales and profits.

A new affiliate, Tourist Services, was established during the year with warehousing and retail operations in Whitehorse. This move was made in the light of recent progressive developments in the

Yukon Territories, including the establishment of a large mining facility which will bring more than \$1,000,000 a year into the city in payrolls and services.

Five new Super-Valu Stores were opened in the rapidly expanding residential areas of British Columbia's Lower Mainland. These stores are large, attractive and leave nothing to be desired in service and comfort for the customer.

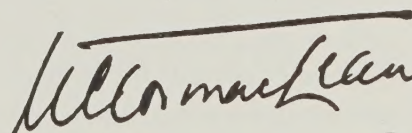
Response to the Company's advertising in all market areas continued to be excellent. The Company's major lines of coffee, tea, peanut butter, puddings and sundries all increased in sales, reflecting to a large degree the consumer's confidence in the excellent quality of these products.

At year end, your Company's *working capital* declined \$125,000, a nominal figure considering the substantial capital expansion in Retail, Wholesale and Manufacturing, amounting to over \$3,000,000. Normal dividends were paid quarterly at the rate of 25¢ per annum on Class "A" Shares issued and outstanding. These totalled \$262,525.27.

Your Company's continuing success is coupled to the abilities of its people. The accomplishments of the past year were made possible by the competence, determination and skills of the men and women who are dedicated to the progress of the Company in all its facets.

It is also a sincere pleasure to acknowledge the valuable support of the Directors and to thank them for the time, interest, effort and support they have contributed on your behalf.

VICTOR F. MacLEAN,



President.

THE MANUFACTURING DIVISION

Consumer acceptance of our manufactured products continued to show good gains throughout the year. A number of new items were added, rounding out and improving the already large number of quality products under Nabob and Boban. To ensure the highest standards of quality control and taste appeal, a professional Home Economist was permanently attached to the research and control kitchens and laboratories.

The year end saw the completion of our new modern manufacturing facilities at Lake City Industrial Park in Burnaby. This operation comprises 88,000 square feet and houses the Departments of Spices, Extracts, Jam and Candy operations, completing the centralization of all Western Manufacturing under one roof now totalling 213,000 square feet.

coffee department:

Consumption of coffee in Canada last year fell to 2.02 cups a day per head from 2.18 cups per day. Nevertheless, the Nabob brand managed to more than hold its own with Nabob regular ground coffee continuing to dominate its market in the western provinces.

Recent research studies show that the consumers of British Columbia and the Prairies prefer brewed coffee over instant coffee, a preference that we feel is in a large part due to the excellent acceptance of the Nabob product. In British Columbia the margin is 55% for brewed against 24% for instant, and in the Prairies 51% for brewed, 25% for instant. Nationally, however, the two types do not show such a wide divergence, the percentages being 39% for brewed and 33% for instant coffee.

Research shows that coffee drinking among the 18-25 age group, which comprises the largest of any population age group, is in decline. This is attributed to the substantial growth of the tinned beverage industry. Major promotional effort by the coffee industry is being made to change this trend but it will be some time before the results are known.

It is interesting to note that coffee drinking at coffee break time has increased 222.2% since 1956 - reflecting the broadening influence of the coffee break as a national institution.

Nabob Instant Coffee has been tested against other leading brands for flavour and has received

an excellent consumer rating in all categories. Its sales continue to climb in most market areas.

tea department:

The lower-priced lines of Nabob Tea did well during the year. Although Nabob maintains a high degree of quality in all its lines regardless of price, it appears that low cost rather than flavour has become the deciding factor in the bulk of the tea market. Despite this trend Nabob maintained its quality position. Deluxe Orange Pekoe continued to hold its share of market. Tea bags continued to gain favour and outsell loose tea by a wide margin.

confection & sundries department:

Continuing to move ahead in the rapidly growing convenience foods market, the Nabob lines of pre-cooked puddings, desserts and drink mixes were exceedingly well received. A number of these products are new to the Company and more are now being developed. Their manufacture underlines your Company's policy of maintaining a strong, competitive position with products that have a fast turnover in sales and a constantly growing appeal, especially to women in those age brackets where per capita consumption is highest. The products are smartly packaged, easy to open and easy to store.

Nabob jams were awarded four gold medals at the Brussels Fair. The awards were made on the basis of excellence in quality. New refinements in the manufacturing process were recently completed and the jams now on the market are superior to those which were previously on the market and which won international acclaim.

The Nabob and Boban lines of spices have been expanded in number and increased their volume of sales during the year. In 1966, the North American consumption of imported spices, herbs and seeds climbed more than 30%. Because of automatic kitchen appliances, non-stick utensils and other modern aids, today's housewife has more time to experiment with different foods and different spices and demands a large and comprehensive line from which to choose.

peanut butter:

Our line of Squirrel Brand Peanut Butter continued to prosper, with sales improving 10.3%. Squirrel's smooth texture ultrasonic process con-

tinues to gain new friends in the expanding youth population. Made from a blend of the finest peanuts available, Squirrel is a favourite for all ages in sandwiches, cooking and as a high energy-building nutrient.

THE RETAIL DIVISION

The Super-Valu chain of independent and Company-owned supermarkets attained an historic new high in sales. Five new stores were opened during the year bringing the total to 87, and a number of facilities were remodelled to confirm to the Super-Valu concept of "pleasant, friendly shopping conditions for every customer". Although some work remains to be done in the sphere of modernization, it can be said with confidence that Super-Valu Stores today are second to none in terms of smart, modern appearance, spaciousness, convenience and variety of merchandise. The consequent growth in sales has made it imperative that these high standards be maintained and expanded.

In the fifties, the biggest population growth was in the major centres. Now, many of the smaller communities are growing at a faster rate – a trend that is providing new opportunities for the chain throughout the Province.

Food expenditures per household increased during the year, reflecting both population gains and a higher level of disposable income. Economists forecast this trend to continue.

Since the last year, food prices have remained at a steady level and in some cases have fallen below the levels of a year ago. Food is a low margin commodity and the profit margins rise or fall according to the turnover of inventories. The faster the turnover rate, the better the profit. Good profit margins were made on non-food items, especially those in the drug, cosmetic and sundry categories. As a further step towards in-store diversification, four new Drug Departments were added to Super-Valu Stores during the year. Bakery products in the popular Super-Valu bakery departments also showed an excellent sales increase, with a noticeable rise in the consumption of fresh-baked bread and bread products. The chain now operates thirty on-premise bakeries employing more master bakers than any other employer in the Province. At these locations a minimum of seventeen and up to twenty-five varieties of bread will be found on display.

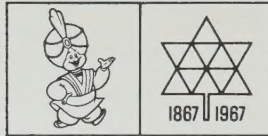
The Company is attuned to the shopping habits

and requirements of its retail store customers in the various markets. The average mother of two makes around 150 shopping trips a year to a food store, spending over \$1,250 on her family's needs. Convenience, neatness and cleanliness are the chief drawing cards, and courtesy, a good meat department, variety of products and consistently low prices weigh heavily in her decisions. She buys grocery products 97% of the time, meat 47%, and produce 48% of the time. She appreciates speed, efficiency, courtesy and pleasant surroundings. In the planning and modernization of Super-Valu Stores all these factors have been taken into account with significant gains being made from new business and increased sales from existing traffic.

THE WHOLESALE DIVISION

The wider range of products and increased retail store sales enabled this Division to improve its sales volume over last year.

New items are essential to the growth of any mass market operation. Housewives, particularly the growing force of younger women who are more sophisticated, highly mobile, more affluent and demanding, expect a store to carry the newest and latest products in addition to standard items and brands. The Wholesale Division last year was obliged to carry more than 8,000 items including a sizeable number of new ones. Close attention is paid to the performance of each item – its sales record, influence on competing items, shelf location, the impact of special displays, degree of stockouts, and influence of advertising. A large proportion of total supermarket sales and a high degree of gross profit have resulted from products introduced only in recent years. Products that do not gain quick consumer acceptance are discontinued, a policy that applies also to long-established items that fail to maintain a good rate of sales. The Company's Wholesale Division is one of the largest and most efficient in British Columbia and makes effective use of electronic data processing and the most up-to-the-minute handling, transportation, ordering and storage methods. The Wholesale Department has branches and depots throughout British Columbia. During the year a new Cash & Carry Depot was opened in Kelowna bringing the total in operation in the Province to nine. Expansion of the Nanaimo Branch warehouse commenced just prior to the year end, doubling the facilities to handle buoyant Island sales.



KELLY, DOUGLAS & COMPANY

CONSOLIDATED BALANCE SHEET

ASSETS

Comparable
figures as at
June 4 1966

CURRENT ASSETS:

Accounts receivable.....	\$ 7,197,821	\$ 6,550,034
Inventories, at the lower of cost or market.....	16,384,744	14,816,996
Prepaid expenses.....	488,246	482,773
	<u>24,070,811</u>	<u>21,849,803</u>

PROPERTIES HELD FOR SALE UNDER

LEASE-BACK ARRANGEMENT, at cost.....	2,163,977	1,860,284
	<u>26,234,788</u>	<u>23,710,087</u>

FIXED ASSETS:

Land, at cost.....	479,373	560,901
Buildings, machinery and equipment, at cost.....	22,469,491	19,538,644
Less -		
Accumulated depreciation.....	11,198,884	9,780,392
	<u>11,270,607</u>	<u>9,758,252</u>
	<u>11,749,980</u>	<u>10,319,153</u>

OTHER ASSETS:

Deferred accounts receivable, sundry investments, etc. (Note 2(b))....	723,497	721,687
Special refundable tax.....	151,639	9,100
Unamortized debenture discount.....	77,833	85,334
Excess of cost of shares in subsidiaries over their underlying net book value at dates of acquisition (net), and purchased goodwill.....	701,397	382,341
	<u>1,654,366</u>	<u>1,198,462</u>
	<u>\$39,639,134</u>	<u>\$35,227,702</u>

APPROVED ON BEHALF OF THE BOARD:

Victor F. MacLean, *Director*.

A. H. Pinkham, *Director*

LIMITED AND SUBSIDIARY COMPANIES

S AT JUNE 3, 1967

LIABILITIES

CURRENT LIABILITIES:

		Comparable figures as at June 4 1966
Bank indebtedness (net) – secured.....	\$ 1,475,626	\$ 2,313,251
Short term notes payable – secured.....	5,200,000	3,920,000
Accounts payable and accrued liabilities.....	9,733,729	7,645,655
Bills payable.....	286,490	356,289
Due within one year on long term debt (Note 1).....	137,147	61,722
Income taxes payable.....	700,251	588,153

	<u>17,533,243</u>	<u>14,885,070</u>
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LONG TERM DEBT (Note 1).....	<u>2,261,133</u>	<u>2,380,662</u>
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ACCUMULATED INCOME TAX REDUCTIONS

APPLICABLE TO FUTURE PERIODS	1,303,211	991,000
	<u>21,097,587</u>	<u>18,256,732</u>

SHAREHOLDERS' INTEREST

SHARE CAPITAL (Note 2):

Authorized –

20,000 4½% cumulative redeemable preference shares –
par value \$100 each

2,000,000 cumulative participating Class “A” shares of no par value

3,000,000 Class “B” shares of no par value

Issued –

1,050,107 Class “A” shares.....	2,645,389	2,645,389
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1,618,125 Class “B” shares.....	1,677,187	1,677,187
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CAPITAL SURPLUS – created on redemption of preference shares.....	774,000	774,000
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RESERVE FOR CATERING CONTRACT CONTINGENCIES	100,000	—
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INCOME RETAINED IN THE BUSINESS – per statement attached.....	13,344,971	11,874,394
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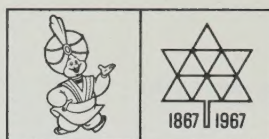
	<u>18,541,547</u>	<u>16,970,970</u>
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	<u>\$39,639,134</u>	<u>\$35,227,702</u>
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CONTINGENT LIABILITIES:

Endorsements and guarantees.....	\$ 1,193,407	\$ 1,327,381
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LONG TERM LEASES (Note 3)



KELLY, DOUGLAS & COMPANY

**CONSOLIDATED STATEMENT OF INCOME AND CHANGES IN INCOME
RETAINED IN THE BUSINESS
FOR THE 52 WEEKS ENDED JUNE 3, 1967**

Comparable
figures for the
53 weeks ended
June 4 1966

Sales of products and services.....	\$173,522,832	\$154,164,463
Income from operations before taking into account the undernoted items.....	\$ 6,258,540	\$ 5,116,805
<i>Deduct -</i>		
Allowance for depreciation.....	1,605,015	1,288,071
Debenture interest.....	126,045	130,087
Bank and other interest.....	555,531	344,124
Amortization of debenture discount.....	7,501	7,645
Retirement payments.....	38,721	40,108
Directors' remuneration.....	131,300	75,834
Plant relocation expenses.....	99,112	—
(Gain) loss on disposal of fixed assets (net).....	(8,787)	52,725
	2,554,438	1,938,594
Income before providing for income taxes.....	3,704,102	3,178,211
<i>Deduct -</i>		
Estimated income taxes, including current year's reduction of \$312,211 (1966 - \$264,000) applicable to future periods.....	1,871,000	1,630,000
INCOME - profit for the period	\$ 1,833,102	\$ 1,548,211
Balance at the beginning of the period.....	\$ 11,874,394	\$ 10,577,056
<i>Add -</i>		
Income for the period - per statement attached.....	1,833,102	1,548,211
	13,707,496	12,125,267
<i>Deduct -</i>		
Dividends on Class "A" shares (Note 2(a)).....	262,525	250,873
Transfer to reserve for catering contract contingencies.....	100,000	—
	362,525	250,873
Balance at the end of the period.....	\$ 13,344,971	\$ 11,874,394

LIMITED AND SUBSIDIARY COMPANIES

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS AS AT JUNE 3, 1967

		Comparable figures as at June 4 1966
1. Long term debt consists of:		
6% Sinking Fund Debentures, Series A, maturing November 1 1977 – annual sinking fund instalment \$100,000.....	\$2,100,000	\$2,200,000
Other.....	398,280	342,384
	<u>2,498,280</u>	<u>2,542,384</u>
Less –		
Debentures purchased for sinking fund purposes and deposited with trustee.....	100,000	100,000
Instalments due within one year.....	137,147	61,722
	<u>237,147</u>	<u>161,722</u>
	<u>\$2,261,133</u>	<u>\$2,380,662</u>

2. (a) The company's Class "A" shares entitle the holders thereof to fixed, cumulative, preferential cash dividends of 25¢ per share per annum payable quarterly. Any further dividends on the company's common shares shall be paid firstly to the Class "B" shareholders to the extent of 25¢ per share per annum plus the amount (if any) by which 25¢ exceeds their dividends in the preceding year, and thereafter in equal amounts per share to the Class "A" and Class "B" shareholders.

(b) Included with deferred accounts receivable, sundry investments, etc. are 41,133 Class "B" shares in the parent company held by a subsidiary at a cost of \$41,133.

3. In addition to the buildings owned and occupied by the companies, three manufacturing plants, thirteen distribution centres and forty retail stores are occupied by them under lease agreements, the majority on a long term basis. Also, the parent company has entered into long term leases on forty-three stores which are sub-leased to independent operators.

As at May 31 1967 the rentals under the above lease agreements are payable as follows:

For the five years ending May 31 1972.....	\$ 8,192,680
For the five years ending May 31 1977.....	7,255,410
For the five years ending May 31 1982.....	5,396,829
For the five years ending May 31 1987.....	3,970,251
For the five years ending May 31 1992.....	2,294,359
Subsequent to May 31 1992.....	917,417
	<u>\$28,026,946</u>

CONSOLIDATED STATEMENT OF SOURCE AND APPLICATION OF WORKING CAPITAL FOR THE 52 WEEKS ENDED JUNE 3, 1967

		Comparable figures for the 53 weeks ended June 4 1966
Source:		
Net income for the period.....	\$1,833,102	\$1,548,211
Add –		
Depreciation and other items not involving an outlay of working capital.....	1,924,727	1,559,716
	<u>3,757,829</u>	<u>3,107,927</u>
Issue of Class "A" shares.....	—	903,364
	<u>3,757,829</u>	<u>4,011,291</u>
Application:		
Additions to fixed assets (net).....	3,035,842	3,310,887
Increase in deferred accounts receivable, sundry investments, etc.....	1,810	320,840
Decrease (increase) in long term debt (net).....	119,529	(85,576)
Excess of cost of shares acquired during the period over net book value thereof, and purchased goodwill.....	319,056	154,120
Special refundable tax.....	142,539	9,100
Dividends.....	262,525	250,873
	<u>3,881,301</u>	<u>3,960,244</u>
(Decrease) increase in working capital.....	(123,472)	51,047
Working capital at beginning of period.....	8,825,017	8,773,970
Working capital at end of period.....	<u>\$8,701,545</u>	<u>\$8,825,017</u>

AUDITORS' REPORT

To the Shareholders of
Kelly, Douglas & Company, Limited:

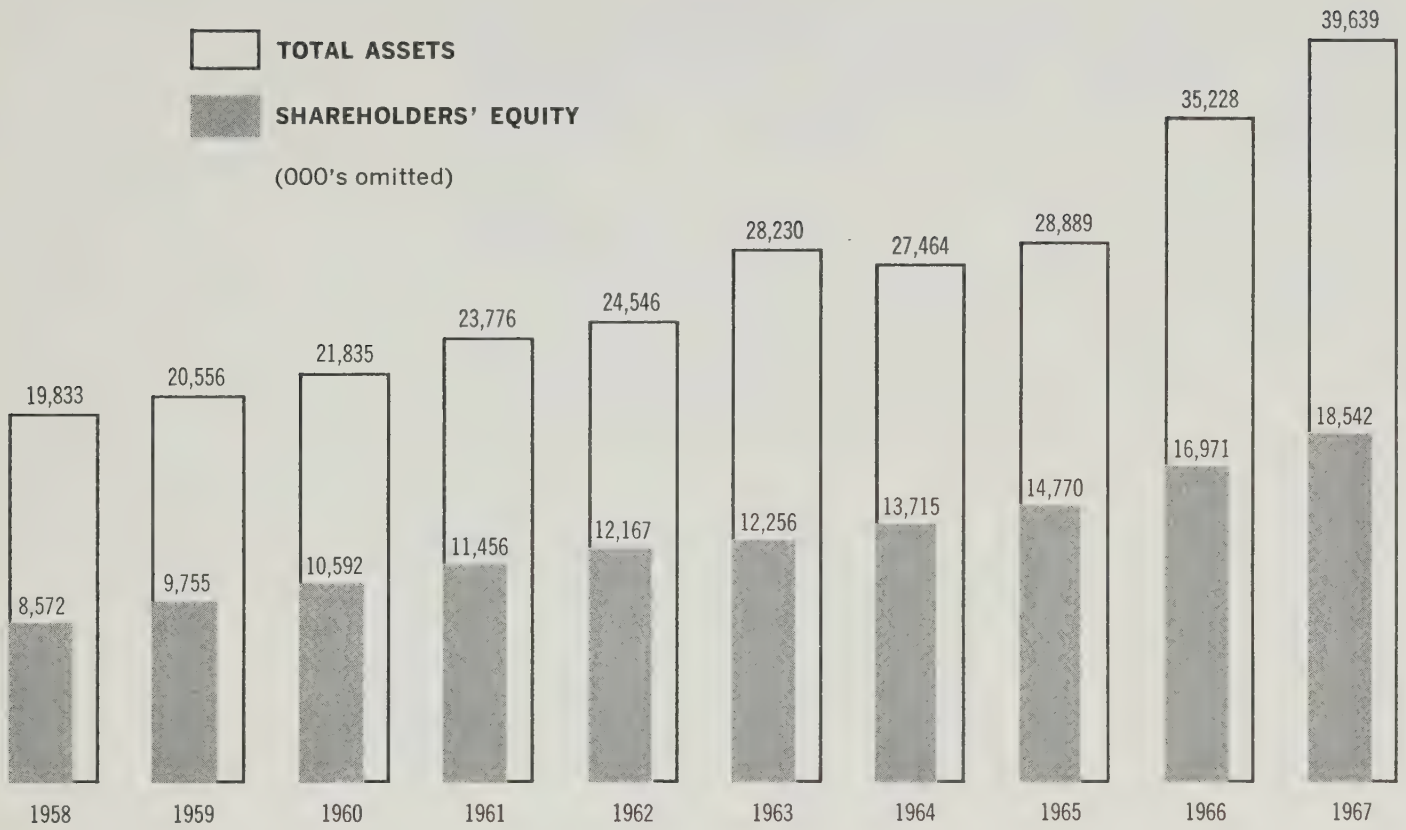
We have examined the consolidated balance sheet of Kelly, Douglas & Company, Limited and subsidiary companies as at June 3 1967 and the consolidated statements of income, income retained in the business and source and application of working capital for the fifty-two weeks then ended. Our examination of the financial statements of the company and of those subsidiary companies of which we are the appointed auditors included a general review of the accounting procedures and such tests of accounting records and other supporting evidence as we considered necessary in the circumstances. We have relied on the reports of the auditors who have examined the financial statements of the other subsidiary companies.

In our opinion, the accompanying financial statements present fairly the financial position of Kelly, Douglas & Company, Limited and its subsidiary companies as at June 3 1967, and the results of their operations and the source and application of their working capital for the fifty-two weeks then ended, in accordance with generally accepted accounting principles applied on a basis consistent with that of the preceding fiscal year.

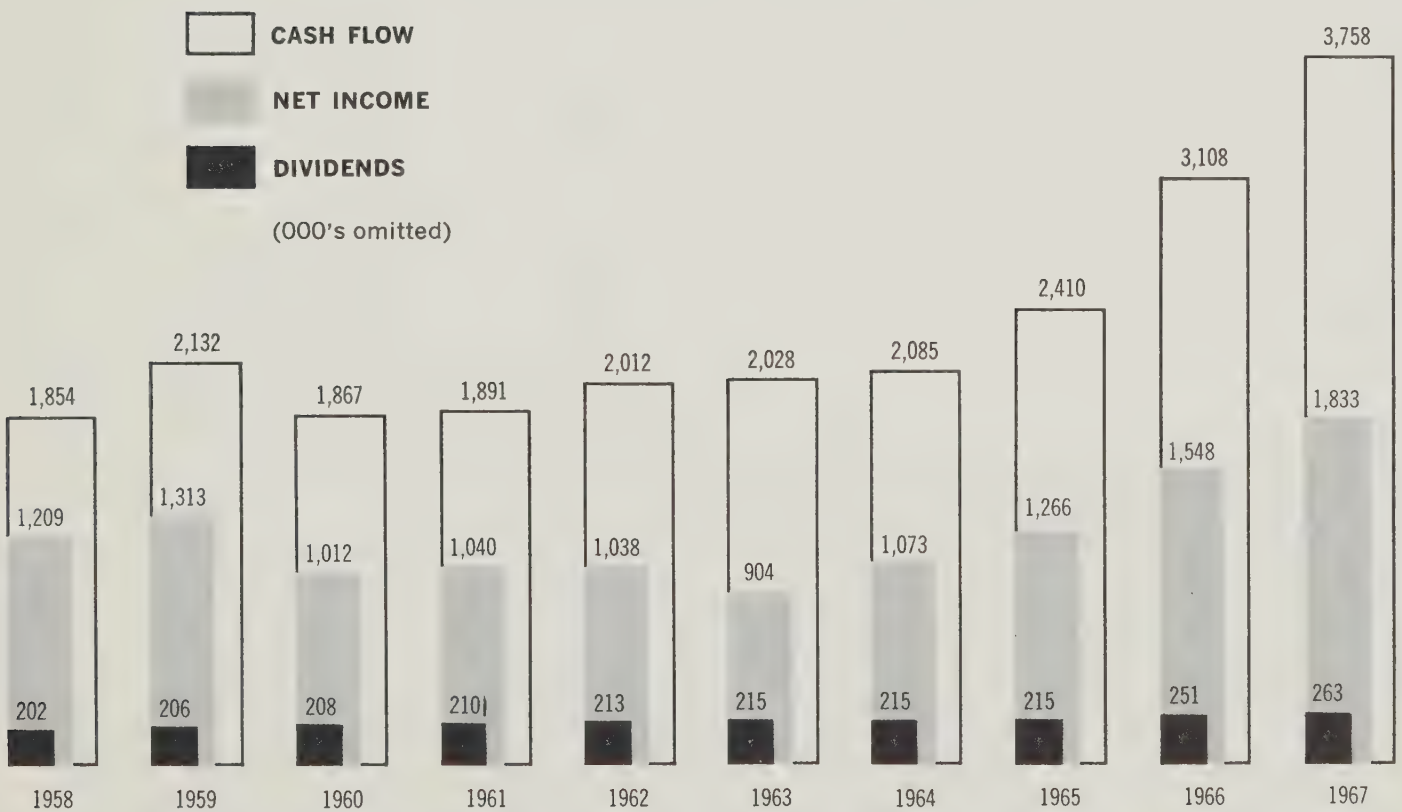
July 19 1967
Vancouver, B.C.

PRICE WATERHOUSE & CO.
Chartered Accountants.

ASSETS



SHAREHOLDERS' CASH FLOW



Delicious 5-Minute NABOB pudding!



new from NABOB

You can't do better for a quick, easy dessert... and the kids all love it. And in a variety of flavours: Chocolate, Vanilla, Butterscotch, Lemon, Caramel and Banana.

new from NABOB

Enjoy all the NABOB lemon filling... it's new! It's in a special new 5-oz. jar. Available... sure it's for you in a great new... it's a thing of superb taste.

new from NABOB

Enjoy all the NABOB lemon filling... it's new! It's in a special new 5-oz. jar. Available... sure it's for you in a great new... it's a thing of superb taste.

Delicious 5-Minute NABOB pudding!



new from NABOB

You can't do better for a quick, easy dessert... and the kids all love it. And in a variety of flavours: Chocolate, Vanilla, Butterscotch, Lemon, Caramel and Banana.

NABOB 2lb. PACK

Now, a convenient new size package to enclose that famous Nabob coffee flavor. There's economy when you buy big, too. And this new size has the flavor-protecting poly container.

new!

When there is something new on the food horizon you can be sure that NABOB Canada's leading food manufacturer, will bring it to you in the highest quality. The new products displayed on the left, and the items mentioned below, are indicative of the policy at Nabob which keeps new products, new packaging, and new improvements continually being offered to the Canadian homemaker.

New things are happening at Nabob almost every day. New ways to help promote the ease of homemaking Nabob is on the move as these new items indicate.

Another delightful Nabob feature you'll appreciate is the premium coupons you find in Nabob products. Save these coupons for a wonderful variety of gifts. Write for a catalogue Nabob Foods Ltd., Premium Dept. Vancouver, B.C.

NEW! NABOB SPICES IN GLASS

The most modern spice containers you can buy — for better storage, easy handling and the sure protection of Nabob's exotic, fine quality spices.

NABOB ZIP-TOP CAN

No more keys, no more extra lids. It recloses tightly. What an improvement. Just pull the special tab — the lid's off on the finest coffee of them all. Look for the new, taller shape, vacuum can.

NEW! NABOB EXTRACTS

So good looking you'll want to display Nabob's new extract bottles in your kitchen. There's been no change in that flawless quality and excellent value of Nabob extracts.

NABOB 2lb. PACK

Now, a convenient new size package to enclose that famous Nabob coffee flavor. There's economy when you buy big, too. And this new size has the flavor-protecting poly container.

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New things are happening at Nabob almost every day. New ways to help promote the ease of homemaking Nabob is on the move as these new items indicate.

These fine quality NABOB products offer you coupons for delightful premiums...Start saving today!



The wide variety of Nabob brands were featured in this colorful Reader's Digest advertisement.

Four color, full page advertisement in daily newspapers, brought attention to Nabob's programme developing new lines.

One of the outdoor designs which won the top international award for Super-Valu, from the Supermarket Institute.



GREATEST VARIETY... BETTER CHOICE

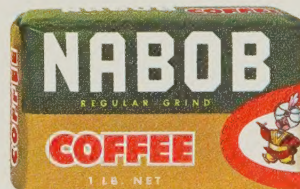
SUPER-VALU

BEFORE THE CONSUMING PUBLIC



background—"Habitat" at expo '67

GOOD
TASTE...




Posters across Western Canada remind customers of Nabob's fine quality and good taste.



Super-Valu's specially produced live half-hour television show "Meet the Meat" ran for 26 weeks.

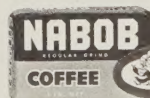
Prominent space in daily newspapers effectively tell the story of Nabob Coffee, giving an impact of leadership.

 in Canada's greatest year...



CANADA'S
FAVORITE COFFEE

The eyes of the world turn to Canada. From our proud history to our technological achievements, people are reflecting on the good things of life that are unmistakably Canadian. In the world of hospitality, Nabob Coffee knows no peer. Blended to satisfy the special tastes of Canadians, its flavor and quality are enjoyed by thousands each day. Canada's 100th birthday party is a happy time to serve the favorite coffee.



in the background: theme pavilion—"Man in the community," expo '67

